

CITIZEN'S CHARTER

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
O/o Development Commissioner for Handlooms

WEAVERS SERVICE CENTRE
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WEAVERS' SERVICE CENTRE, KANCHEEPURAM

OUR VISION

Promote and facilitate the continuous growth of the handloom industry to compete in the global market.

OUR MISSION

We dedicate ourselves to support the Handloom Sector at large in upgrading-skill, development/diversification of handloom products, technical advice etc.

OUR VALUES

- Recognize the technical needs of handloom weavers.
- Dedicate our selves to reach every nook and corner of the sector with a helping hand.

OUR COMMITMENT

- To provide all possible technical assistance in terms of design input, technical advice in weaving /dyeing/ printing etc. to weavers and all concerned to Handloom Sector.
- To technically support weavers and others on a continuous basis for sustained development of the Handloom Sector.
- To visit the Handloom pockets for rendering technical assistance to weavers and others.
- To upgrade the skills of handloom weavers /workers in the field of design development /weaving/dyeing under on-going in-house Observatory and short term training programmes
- To upgrade the skills of handloom weavers/workers in the field of design development /weaving /dyeing /printing under on-going in-house, Observatory and short term training, Block level cluster training programmes and through SAMARTH (Scheme for capacity building in Textile sector) programmes.
- To encourage the weavers and organisations for participation in various marketing events.
- To assist the handloom weavers and organisations for registration under IHB schem.
- To assist the implementing agencies in proper implementaion of Block Level cluster development programme
- To assist the weavers in getting the loans under MUDRA scheme
- To assist the weavers and organisations to onboard in to E marketing platforms for marketing of handloom product

Our Arms for Service:

1. DESIGN SECTION

Artists drawn from the School of Fine Arts are having adequate knowledge of various techniques and characteristics of different textile materials constantly engaged in preparing Paper Painted Designs and Computer Aided Textile Designs based on the trends and colour forecast. The designs for the silk sarees are developed by the inspiration taken from nature, temple sculptures in and around Kancheepuram etc., both traditional and contemporary designs according to the changing customer needs, latest technologies, understanding market demands.

These designs comprise both for weaving and for hand block or screen-printing. The attempt is to preserve traditional designs by reviving them and or adopting them to the requirements of the market. These designs help in production of items both for domestic and export markets. Care is taken to see that the designs developed are within the discipline imposed by the types of yarn and weaving techniques as per requirements of the centre.

2. WEAVING SECTION

- Skilled weavers drawn from the main traditional weaving communities of the country for Weaving Section. Qualified textile technologists supervise them in controlling production of quality textured products. Keeping upto date with trends and innovations, the production of samples. Facilities of prototype looms and weaving equipments are available in the Section.
- Fabrics in new designs and new textures are produced using different types of yarns. The Section also undertakes simple improvements in looms and in the processes of weaving. Graph paper designs suitable for different varieties of fabrics are prepared manually and using CATD. Technical guidance and service in weaving is extended to the Industry in diversified and value added productions

3. DYEING AND PRINTING SECTION

- Fully equipped Dye Laboratory manned by experienced dyers and other qualified technical personnel capable of developing techniques in Dyeing is available in the centre to develop new shades in cotton, silk and jute based on the current trends and forecast.
- The printed designs and patterns developed by the Textile Designers are being developed in the section for the production of the printed samples in the section. The experiments are carried out to develop new shades and Layouts for sarees, dress materials, furnishing materials etc. Block Printing is done with synthetic and natural colors, which have been effectively used to obtain multiple effects of rare beauty. The Centre has expertise in Block Making and Printing. Technical guidance and service in the dyeing is extended to the Industry in diversified and value added productions.

4. STORES & LIBRARY

- A Collection of cloth Samples, photographs, books and periodicals dealing with various aspects of the textile industry is available in the section for reference and guidance to different sections and for the benefit of the visitors / Manufactureres / Weavers.

5. ADMINISTRATION SECTION

- This section looks after all Office Correspondence, Accounts and Establishmenton Service Matters of the Staff Working in the Centre.

OUR ACTIVITIES / SERVICES

1. Development of Paper Designs, Matching shades and weaving Cloth Samples

- Design section develops designs, motifs, patterns and prints, via in-house skills, on a regular/ongoing basis, through appropriate systems and trained designers and synchronization of traditional designs etc., with modern and contemporary design. Weaving Section develops woven cloth samples on the basis of designs developed in the Design Section and also directly evolves as new creations with varied patterns ,structures, colour combinations and combination of weaves and techniques etc. The Dyeing Section develops shades on different Textile materials used in Handlooms including natural and eco-friendly colors suitable for the industry.
- The Printing Section develops new block/screen printed designs and layouts on cloth for use in the Industry based on the designs developed in the Design Section.
- The woven cloth samples and printed cloth samples developed in the respective sections are stored, maintained in the stocks and made available to the Industry at scheduled rates fixed by the Competent Authority. The designs, samples developed are displayed in the exhibitions/work shops conducted at different places and the weavers are encouraged for their adoption in the Industry on an exclusive right base. Technical assistance and service are extended to the individuals, organizations in the Industry from the respective sections against their technical problems faced in the field of designing, weaving, dyeing and printing during evolving/executing the production at nominal and scheduled rates fixed by the Competent Authority. Technical guidance and service is extended to the Industry in diversified and value added productions .Weavers' Service Centre, Kancheepuram also submit the designs/samples developed. To the NCTD for display in the website of NCTD for the supply to the Industry.
- Weavers' Service Centre imparts training through Block level cluster development programme and these benefits are extended to the weavers out side the block level clusters .in product diversification and improvement in productivity, in dyeing techniques, design development and weaving on looms at different places as per the requirement of the weavers. The training programme will be conducted only at a place where it is feasible, adoptable and useful, with the approval and sanction From the O/o Development Commissioner for Handlooms,, New Delhi

- Short-term in-house training in weaving. Designing/pattern making printing/dyeing to students, weavers, master trainers, employees of State Handloom Agencies, Apex Bodies and others is conducted. Training is also conducted and supervised in the field wherever feasible. Service charges will be collected against such extension activities from the concerned.
- Other than that Training under SAMARTH (Scheme for capacity building in Textile sector) is also imparted to the handloom weavers on need basis.

2. Exhibition:

- WSC sets up Theme pavillion in all Expos where the demonstartion of weaving will be made available during the entire Expo period. The samples from different parts of India will also be displayed to make the visitors aware of the graet handloom traditions.
- In-house product display of the latest and unique samples, samples evolved on the basis of revival of traditional motifs, display of improvised and modern looms and their working is available in the Centre. Through its in-house exhibition, the members of WSC make the visitors acquaint with the latest information required for the development of right fabric in right colour and for different market. The information on woven and selected designs by the visitors is provided with complete technical specifications like count of yarn, thread count, graph for jacquards, the weaving procedure to enable them to produce quality and design enrich fabrics having greater market acceptability, the same idea is taken outdoor also.

3. Research & Development

- R&D work is carried out for loom development, design development/Modification, development of shadecards, matching of shades, natural dyes, And unique sample development the works that come out with these efforts are disseminated to the field. Extension services are provided through training Programmes and technical assistance and service both in-house and in the field.

4. Enforcement of Handloom Reservation Act

- Weavers' Service Centre visits the Power loom Units to verify their production carried by the power loom units with reference to the Handloom (Reservation of Articles for Production) Act 1985 from time to time to protect the interests of the Handloom Industry.

5. Market Support

- It provides marketing support by way of nominating and forwarding societies/master weavers for participation in DilliHaat, SurajKund Mela, Taj Mahotsav, Udaipur Craft Mela and Shilparamam Craft Mela at Hyderabad.

7. Promotion of Excellence

- Recommends from the area of jurisdiction, the crafts personnel for their outstanding skills in Handloom production and their contribution for development of craft for National Award to be presented by the President of India.

8. Other Works

Weavers' Service Centre, Kancheepuram also attends various works connected with developmental and welfare activities of the Handloom Weavers and Industry from time to time entrusted by the office of Development Commissioner for Handlooms, New Delhi. Further in addition to the above this office is being implementing various handloom welfare schemes for the benefit of Handloom weavers of Tamil Nadu State. The details of handloom schemes are given below.

i. MUDRA Scheme.

Under this scheme a weaver can avail loan from Rs.50,000 to 5 lakhs for purchase of looms and its accessories / to be the handloom entrepreneur. The margin money 20% / maximum amount of Rs.10000/- will be given out of loan amount. The interest rate is 6% and loan will be repaid within three years.

ii. Cluster Development under NHDP.

Govt. of India, Ministry of Textiles, O/o the DCH, New Delhi is sanctioning the project for the development of Handloom cluster under NHDP based on the No. of handlooms functioning in the clusters. Under this cluster weavers will be imparted training on weaving, Designing and dyeing for their skill up-gradation. They will be provided financial assistance for construction of work shed for weaving shed, and weaving accessories under HSS. Common facility centre including common service centre will be constructed in the cluster for having all facilities under one roof.

iii. Cluster Development under NHDP for outside cluster weavers.

During the year 2017-18 onwards the cluster development programme will be implemented for the benefit of weavers of outside cluster weavers also. Under this scheme all the benefits will be given as like weavers of sanctioned block level cluster

iv. Sant-Kabir Award (SKA)

Sant-Kabir Award is conferred to outstanding handloom weavers who are carrying on with the tradition and have made valuable contribution to the development of handloom sector. Any handloom weaver who is either a recipient of National or State Award, National merit certificate or a handloom weaver of extraordinary who has contributed significantly to the promotion, development and preservation of weaving tradition and welfare of weaving community and fulfilling eligibility criteria. This award is consist of prize of Rs.6 lakhs and one mounted gold coin, one tamara patra, one shawl and a certificate.

v. National Award.

Every year Govt. of India, Ministry of Textiles, confer National Award for handloom weavers for the best craftsmanship so as to motivate the weavers and to be continued in the weaving. This award consist of Rs.1,50,000/-, one tamarapatra, one shawl, one smart phone and certificate. It will be conferred to best designers

and the institution who made highest sales turn over by selling handloom goods. Particularly for women constituted this award in the name of Kamaladevi Chattopadhyoy in the year 2016 onwards.

vi. **India Handloom brand.**

This scheme "India handloom brand" has been launched to endorse the quality of products in terms of raw materials, processing, embellishments, weaving, design and other parameter and environmental compliances for earning trust of the customers. This scheme is voluntary. All handloom agencies who are producing handloom products can apply for India handloom brand. After all textile testing by the textile committee, Mumbai, if all the quality parameter met the cloth produced by the party the "India handloom brand" certificate will be given to the party. This certificate is valued for three years after which it can be renewed.

vii. **Handloom Mark.**

This scheme was launched by the Honourable then Prime minister of india Dr.Manmohan singh on 28.06.2006 for the promotion of handloom industry. This scheme is being implemented by the Textile Committee in co-ordination with this centre. Under this scheme handloom mark labels are being sold to registered users for affix it in their products so as to make authenticity of hand loom product in the market.

viii. **Issue of yarn pass book to Weavers.**

The NHDC is supplying the raw materials to the co-operative societies / individual weavers / /SHG/JLG/NGOs etc by issuing them yarn pass book on the recommendation of Directorate of handlooms of state Govt. 10% subsidy on yarn cost of cotton/Silk/wool supply will be given to eligible weavers/agencies. This office is Co-ordinating with NHDC for verification works for issue of yarn pass book to weavers/Handloom Weavers' Co-operative Societies / NGOs / private manufacturers etc.

ix. **Enrolement of IGNOU/NIOS course.**

The School dropout weavers can study degree course in IGNOU after successful completion of Bachelor of preparatory programme (BPP) at free of cost. Same way weaver can study about weaving in National Institute of open schooling (NIOS). 75% of course fee is waived off for handloom weavers and their children belonging to SC/ST and women.

x. **Pradhan Mantri Jeevan Jyoti bima yojana.**

The Scheme will be a one year cover, renewable from year to year. Insurance scheme offer in Life insurance cover for death due to any reason. This scheme administered by LIC and other Life insurance companies who willing to offer. All SB account holders between the age of 18 to 50 years in participating banks will be entitled to join. The premium per annum per member is Rs.330/- . Rs.2 lakh is

payable on member's death due to any reason. This scheme is not only applicable to weavers but for all.

xi. Pradhan Mantri Suraksha Bima yojana.

The Scheme will be a one year cover, renewable from year to year. Accident Insurance scheme offering accidental death and disability cover for death or disability account of an accident. The scheme would be administered through public sector General insurance companies and other General Insurance company who willing to offer. All SB account holders aged between 18-70 years in participating banks will be entitled to join. The premium per annum per member is Rs.12/- benefits will be for death Rs.2 lakh, for total and irrecoverable loss of both eyes, both hands, feet and loss of one eye, one hand and one foot Rs.2 lakh and for total and irrecoverable loss of one eye, hand and foot is Rs.1 lakh. This scheme is not only applicable to weavers but for all.

xii. Bunkar Mitra halpline.

To help the weavers the Govt. of India has set up helpline. The weaver can contact through toll free no of **18002089988** for their grievance regarding availability of raw materials, dyes, quality and marketing etc in Tamil, Hindi, English, Telugu, Kannada, Bengali and Assam languages.

In addition to the above said scheme still many schemes are being implemented by the Ministry of Textiles Govt. of India for the welfare of handloom Weavers.

xiii E-commerce

E-commerce portal (eshilpmart.gov.in) exclusively facilitating weavers & artisans for online marketing of handloom and handicraft production. This platform will provide e-market linkage to our 35 lakh handloom weavers and 25 lakh handicrafts artisans to sell their products directly to interested buyers / customers with end to end solutions of logistics. This e-commerce facility is also extended to Primary co-operative Societies, Producers companies, Apex Co-operative Societies & State level corporations working in the field of Handloom & Handicrafts.

xiii. Gem Portal

Government e- marketing portal created for the procurement of handloom products by Railways and certain other Central Departments through this portal and to promote direct selling of handloom products by the weavers and Handloom Weavers Co-operative Societies and Handloom Clusters

14. Design Resource Centre (DRC)

Design Resource Centre, (DRC) is functioning from February 2021 in this office premises with a view to build and create design oriented excellence in the handloom sector. The DRC is the repositories of inventory of handloom samples and designs and also it is the centre for creation and promotion of new designs which will

be made available to exporters manufacturers, Master weavers and other stake holders for easy referencing.

Exclusive Traditional Kancheepuram Korvai Petni Silk Sarees, Woven crafts of Kancheepuram, Information on some of the projects on themes like, Kailasanatha Temple, Pallava Temple, Sadir dance, Eco friendly colours etc done by this office, Paper Painted Designs, Textile Reference books, Design and Patterns inspired from nature and from South Indian Temple sculpture, Trends and Innovations and looms at a Glance are being displayed here for reference.

NATIONAL CENTRE FOR TEXTILES DESIGHS (NCTD)

Weavers' Service Centre, Kanchipuram is linked with the National Centre for Textile Designs.

The innovative, ethnic and contemporary designs based on the trends and forecast developed by the textile designer being forward to the NCTD for uploading in the website to exhibit these designs nationally and globally.

Help and Guidance

A complaint/grievance box is placed which may be used to drop a written complaint/grievance. The box will be opened and checked regularly for content(s), if any and appropriate action will be taken against complaints. However, if a complaint/grievance has not been attended to promptly or satisfactorily, at the local level, the matter if found suitable may be considered to be taken up in writing with the following functionaries:

- 1. Zonal Director, Weavers' Service Centre, C.I.R Rajaji Bhavan, Besant Nagar, Chennai-600090.***
- 2. Additional Development Commissioner and Chief Vigilance Officer (Handlooms), Ministry of Textiles, Room No.57 Udyog Bhawan, New Delhi.***